Keyword Search Optimizer

Project Title	Keyword Search Optimizer
Project Summary	Use your exemplary analytical skills to analyze, identify trends, and recommend evaluation techniques for keywords used to search health services research and public health resources.
Country	United States
Agency	National Library of Medicine
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	1

Project Description

Seeking: Analytically-minded data interpreter! You enjoy investigating a problem and recommending solutions. You can tell a story with visualizations. You want to help with process improvements. You have excellent communication skills. You want to learn new skills, tools, and more about keyword and search engine optimization.

You will help us understand our user's behaviors with your analysis, optimize the search capability of our resources by participating in a pilot project using MeSH on Demand, and educate us on tools that can provide keyword analysis.

Work with us, National Information Center on Health Services Research and Health Care Technology (NICHSR), to assess and optimize the search keywords used in our health services research and public health resources.

Desired Skills Interests

Additional Information

• Access to WebEx, GoogleChat, or Skype
• Access to a good internet connection
• Access to Google Drive
• Basic knowledge or interest in keyword or search engine optimization and analysis
• Basic knowledge or interest in Google Analytics and Google Trends
• Basic knowledge or interest in MeSH on Demand
• Good oral and written communication skills
• Detail-oriented, organized

This internship provides an excellent opportunity to apply your research, communication, and writing skills.

For more information, or to see the communities you'd be a part of, go to https://www.nlm.nih.gov/hsrph.html and https://www.nlm.nih.gov/nichsr/index.html.

Please state your availability (start and end date) and the number of hours per week you can work in your application.

Language Requirements

None